



Connect, Connect & Connect

A Global Insurance Accelerator company

THE COMPANY



Smart Drivinc: An US based startup with subsidiary in Dubai, focused on defining next-gen connected services. A patent pending IoT solution that is tailored to **sense contexts** and **improve awareness**.

Mission: Improve safety and efficiency through contextual awareness

Vision: Connect Users, Things and Machines

THE TEAM



Dr. Shashaanka Ashili
CEO & Founder

Bio-Optical Physicist with background in Sensors, Optics, Electronics and Microfluidics. Was one of the lead investigators at Arizona State University on 10 year, \$35M NIH NHGRI grant on single cancer cell analysis.



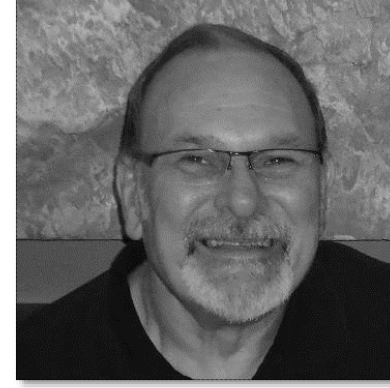
Krishna Ashili, MS, MFE
VP – Analytics & Software

UC-Berkeley Data Science graduate with experience in Software. Worked with Intel on RFID and opensource technologies, and Citi, Goldman Sachs and Wells Fargo on high frequency trading platforms.



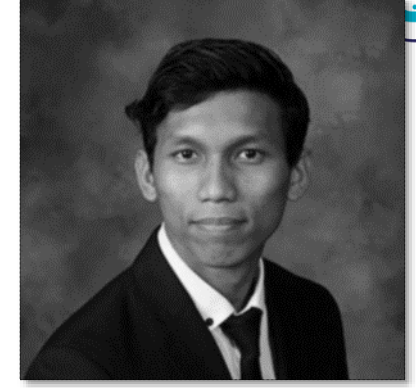
Dr. Tatagatha Ray
VP - Hardware

An expert in Sensors, MEMS devices, Microfluidics and Low power embedded systems. Developed undersea network of sensorbots that sense the ecology and communicate through Li-Fi technology



Tim Woods
Expert – Multimodal
Transportation

An expert in multimodal transportation and operations. Spent decades in trucking business interfacing with port operators. Currently focused on establishing nodal centers for multimodal transportation.



Iqbal Rafi
Business Development (Asia)

A financial analyst with a firm grasp on business side. Spent years in financial research and analytical model development. Currently focused on supporting strategy and growth opportunities.

A team of 15 people covering all facets

PRODUCT PORTFOLIO



Distracted driving	Smartphone distraction	Value – Policyholder Primary scope – USA & MENA	Ready for immediate deployment
Telematics	Digitization of driving	Value – Policyholder & Carrier Primary scope – MENA & ASEAN	Ready for immediate deployment
Container management	In-bound containers	Value – Port operators Primary scope – USA & ASEAN	Ready for immediate deployment

TRAFFIC FATALITIES



In United States

14% ↑

2014 – 2016

In Dubai

40% ↑

2015 – 2016

Trends never seen in 70 years (since World War II)

Problem: 26% of all crashes are due to drivers using smartphones

<http://www.nsc.org/NewsDocuments/2017/12-month-estimates.pdf>
<http://www.khaleejtimes.com/nation/transport/174-motorists-killed-on-dubai-roads-in-2016>



turn smartphone into dumbphone

Identify
driver

Driver **vs** Passenger

Dis-engage
texting

Limit distraction

Notify if
disabled

User compliance

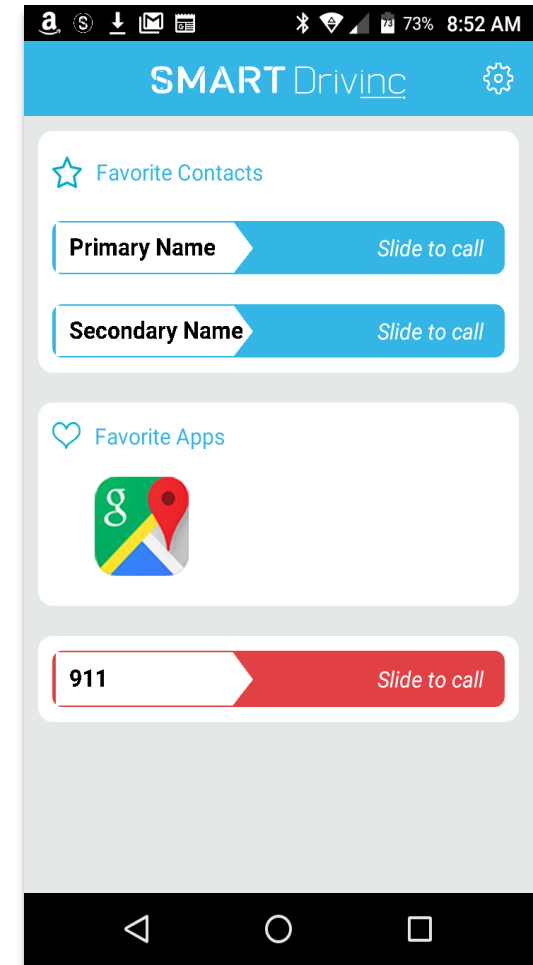
PRODUCT – SXI™



- Gadget on the windshield creates a smart zone surrounding the driver.

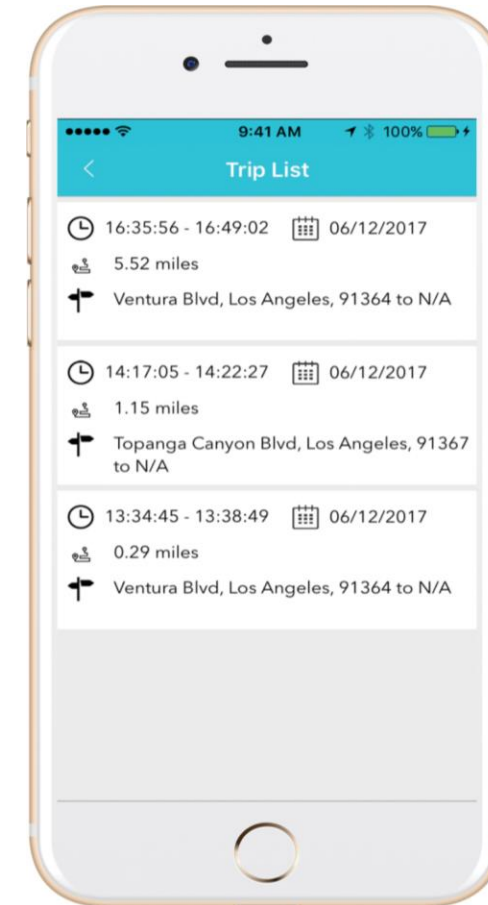
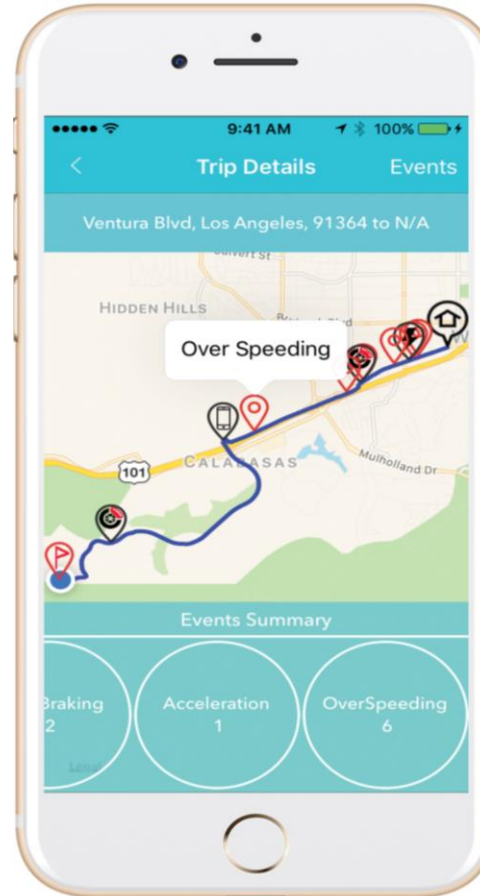
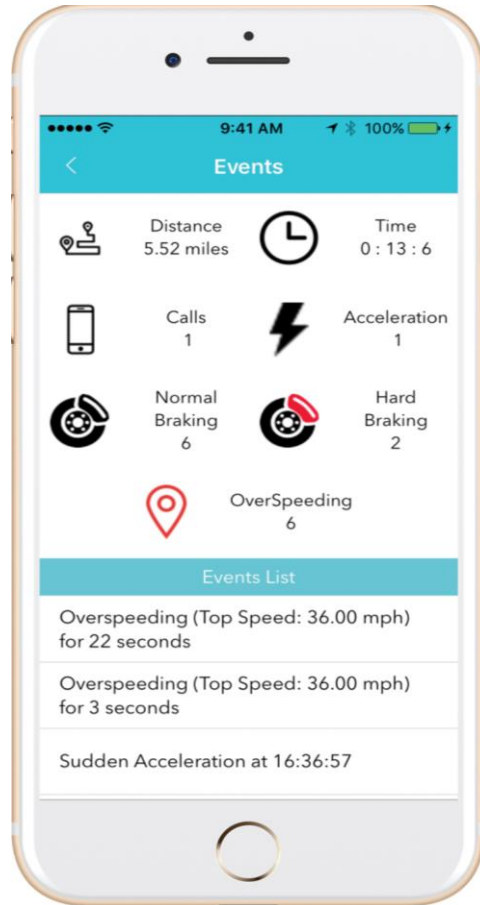


- App on the phone triggers the smart mode while driving.



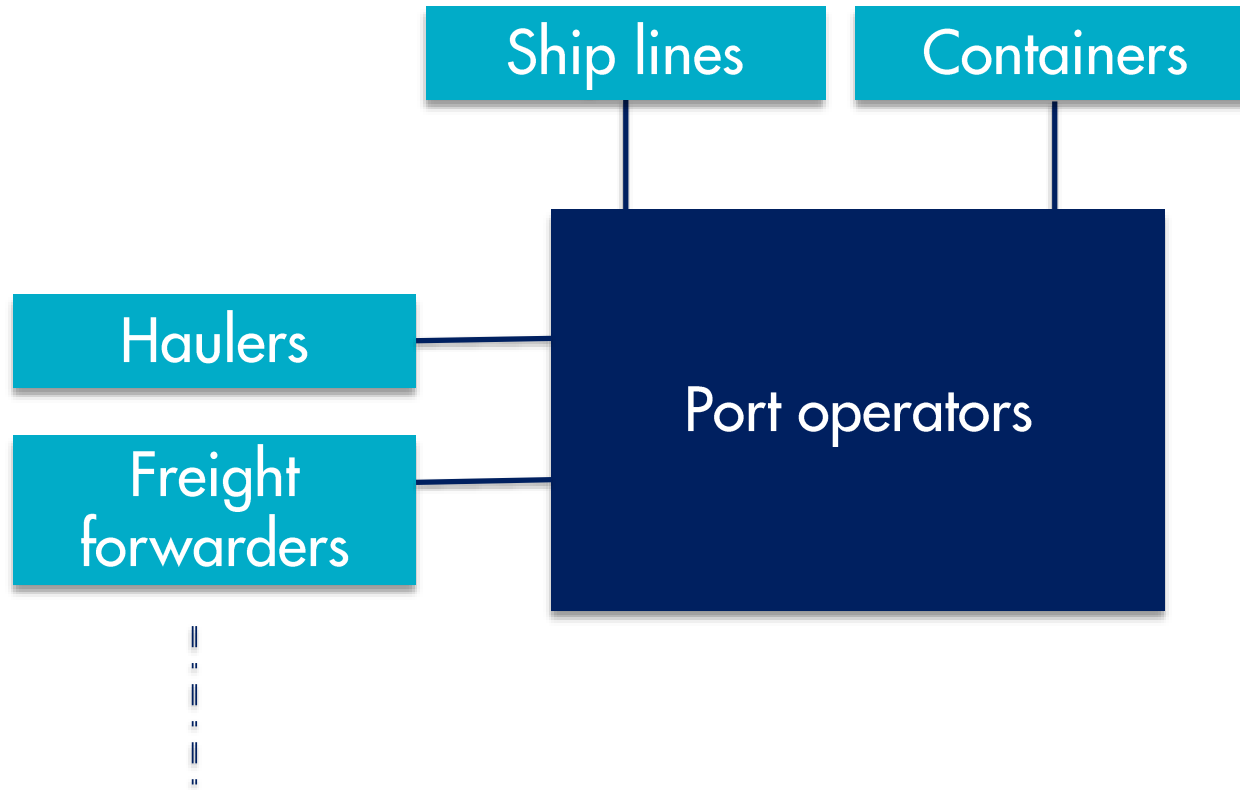
Advantage: Reduction in smartphone distraction (85%)

NEXT-GEN TELEMATICS



Goal: Prescriptive analytics through artificial intelligence

CARGO MOVEMENT



- Export container movement is streamlined.
- Import containers movement is highly inefficient.

Segmented players

Tremendous load on resources

INBOUND CONTAINER



Vessel

Customs

Storage

Haulers

- Reshuffling and Rehandling of containers
- Dwell time effect on throughput of the port
- Traffic congestion due to random arrival of haulers

Problem: Hauler timings & container movement is not synchronized

SOLUTION

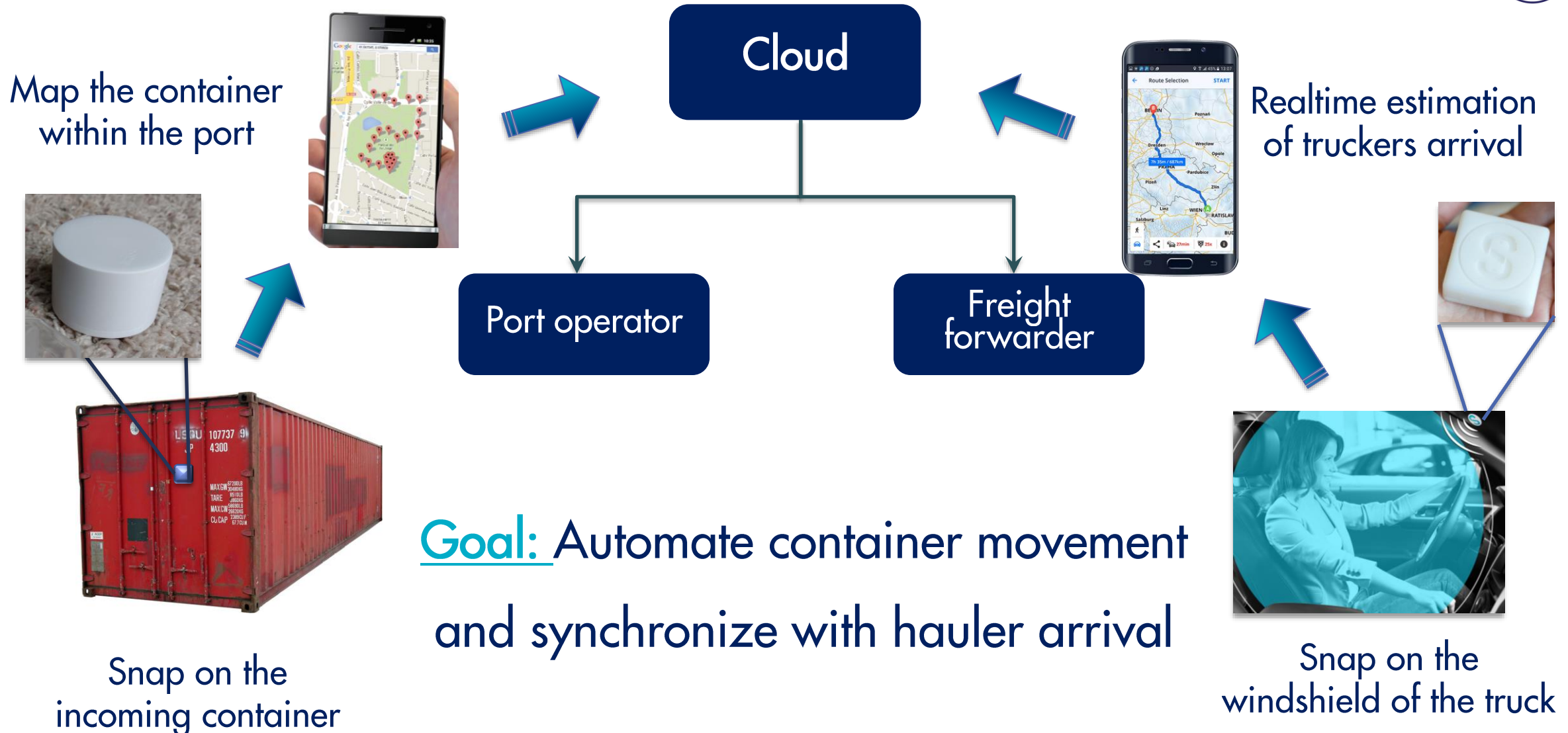


Real-time tracking of containers

Real-time tracking of haulers

Goal: Predict container departure time and optimize the movement

PROPOSED SYSTEM



CONTD..



Features

- Real time information sharing with all the parties.
- Automated information gathering without multiple user inputs.

Advantages

- Distributed system without integration challenges with existing legacy systems.
- Independent digitization of port operations maintaining data security.

Benefits

- Prior estimation of container movement, reduces reshuffles and rehandles.
- Reduction in container dwell times within the yard.
- Increase in port throughput that results in increase in revenue.



Signed with two insurance carriers in USA

Signed with Dubai RTA

In discussion with SK Telecom of S. Korea

Shortlisted for IJM – Port of the Future

Selected to Global Insurance Accelerator – 2016 cohort

Finalist – ACORD Insurance Innovation Global Challenge 2016

THANK YOU



Contact information

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TEAM



Khalfan Al-Mazrouei
UAE Partner



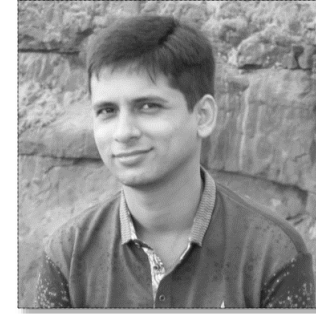
Jeff Houkal
Product design lead



Andrew Shabilla
Hardware Engineer



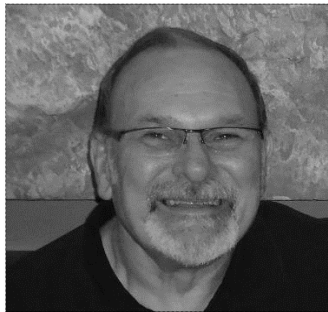
Anil Kukreti
Android lead (India)



Sunil Gulbani
Cloud Engineer (India)



Christianna Tsiterou
Business Development (MENA)



Tim Woods
Business Development - Fleet



Tripti Kumar
iOS lead (India)



Kavilash Chawla, MBA
Advisor, Baton Global
(Business Strategist)



Santosh Kesari, MD, PhD
Investor & Advisor
(Biotech Entrepreneur)



John Whalin
Advisor, (Chief Product Officer,
Ameriprise Insurance Company)

COMPETITIVE LANDSCAPE



Features	Company							
	DriveMode (AT&T)	Drivemode	Life Saver	True Motion	Ever Drive	Apple	Cell Control	Smart Drivinc
Technology	App						App & Hardware	App & Hardware
Bypass the app	U						A	A
Driver vs Passenger detection *	X			P	X		P	✓
Call blocking	✓	X				P	✓	✓
Text / app blocking	✓					P	✓	✓
Allow list	✓	Simplifying access by voice and swipes	Monitoring trip details with notifications			P	✓	✓
Call selection						P	✓	✓
App selection						X	P	✓
Real-time notification **	✓					-	✓	✓
Uninstalling App								
Uninstalling Hardware								
Intelligent zoning	X							✓
Compatibility	iOS & Android	iOS & Android	iOS & Android	iOS & Android	iOS & Android	iOS	iOS & Android	Android ready, iOS in production

U – User, A – Admin or Loved one, P – Partial

* & ** together results in reduction of smartphone distraction by more than 85%

PRICING



Price of the hardware for containers: \$149 (one time)

Monthly subscription costs: \$19/device

Web based portal: TBD

Price of the hardware for the truckers: \$49 (one time)

Monthly subscription costs: \$4 – \$9/truck